

**Major Review - Census 2011 – To look at how this Council can
contribute to improving the population data for the Borough – Draft
Final Report**

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REASON FOR ITEM

To enable the Committee to consider the draft final report of its review into the Census 2011 and to approve the review's recommendations contained in the draft final report.

OPTIONS AVAILABLE TO THE COMMITTEE

1. To give consideration to the content of the draft final report (appendix A) of the review and approve the recommendations of the review before submission to Cabinet.
2. To note the Council's draft Census Engagement and Communications Strategy and the Pan –London Partnership Plan for the 2011 Census.
3. Highlight issues for further clarification and investigation.

INFORMATION

1. At its meeting on 22 July 2010 the Committee agreed to look at the preparations for the Census in 2011 as its first major review of 2010/11. Three witness sessions took place on 7 September, 13 October and 11 November 2010 where the review gathered evidence from officers from the Office for National Statistics as part of their review.
2. One of the major concerns of Members during the review was the delay in the national communications strategy which impacted on the Council's communication strategy. Details of the national campaign were reported to Members at their meeting in November and attached for Members information as **Appendix B is Hillingdon's Draft Census Engagement and Communications Strategy**.
3. On 16 December 2010 a Pan-London Partnership Plan for the 2011 Census was published. This plan was produced by ONS, the Greater London Authority and London Councils following September's London regional event on the Census.

4. The reason for the Pan-London approach was to draw on the expertise of all the organisations and to avoid duplication of effort to maximise participation in the Census. The main purpose of the plan was to identify gaps in Census engagement and communications and looking at how the profile of the Census could be raised. The plan is attached as Appendix C.

PAPERS WITH THE REPORT

Appendix A – Draft Final Report of the Review

Appendix B - Hillingdon's Draft Census Engagement and Communications Strategy

Appendix C – Partnership and Engagement – A Pan-London Partnership Plan for the 2011 Census